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As one of its major activities in carrying out its purpose, the Society publishes a monthly magazine, the Canadian Geographical Journal, which is devoted to every phase of geography—historical, physical and economic—of Canada, of the British Commonwealth and of the other parts of the world in which Canada has special interest. It is the intention to publish articles in this magazine that

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Photograph by Malak

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G. M. Dallyn

Life in a Salt-Water Cove

by N. J. BERRILL

Photographs by the author

THE SPRUCE FOREST grows down to the edge of the sea along the Atlantic coast, from Newfoundland to New England, and in wind and storm the salt sea spray drives through the outer fringe of trees to the sound of bell buoys and fog horn. For the most part the waters are cold, for the icy Labrador Current creeps down inshore between the land and the Gulf Stream. Slowly the sea eats into the land and each year trees topple and crash as their foundations are undermined. The coast line itself is rugged, rocky and broken, with bays, deep river-like indentations where glaciers of the ice age used to flow to the sea, and thousands of little coves. One of these coves has become our own, for year after year, through spring, summer and the early fall, we have watched the changing life along the shore and in the deeper waters beyond.

In the springtime the shore is still cool and the water in the cove almost icy, but with the coming of summer the rocks and weeds bake in the hot sun, the pools warm up, and even swimming becomes less stimulating and more enjoyable. Only when a strong offshore wind from the north blows the warmed surface water out of the bay and cold water from below rises to take its place do you come out shivering from a quick dip in the sea.

The warmest part of our cove is at the head where the steep forested banks come

close together and the headwaters are protected by a natural rocky breakwater, a roost for gulls when the tide is in. When the tide is out the same gulls are much too busy to sit on a rock, and go about their business of gathering their next meal along the receding waters' edge.

Sea animals are there in the shallow water in abundance, though few of them appear particularly edible and those that do are either hard to see or hard to catch. Winkles are the most obvious and generally are the most abundant, crawling over the seafloor or along the ledges of rock in search of filmy vegetation. They are the molluscan vegetarians and live out their lives in relative safety, for the shell can be closed by the hard lid carried on the tail of the snail, to keep out enemies or to keep water inside should the receding tide leave the animal high and dry. The gulls usually leave them alone for the shells are too hard to crack and the openings too small for successful pecking. Yet winkles die and empty shells of all sizes are common enough. Otherwise we should never find the hermit crabs, which would be a pity in many ways.

The hermits are everywhere, scavenging for whatever they can pick up, dead or alive. They are queer crustaceans, like a crab or small lobster in front, but soft, tender and vulnerable behind, and able to survive only as long as they keep their rear end safely

tucked inside an empty snail shell. Then of course they are fully armoured and spend their time scuttling around. But as a hermit grows, its snail shell gets tighter and eventually too small; so it has to find a new one, larger than the old and already empty. And it must make the change before another hermit has time to make a meal of its temporarily defenceless fellow. Some of the hermits you see crawling around have snail shells bearing pink fluffy colonies of hydroids attached to them, relatives of the sea ane-

mones, and rarely to be found anywhere else.

Should you go wading in these head cove waters, almost invisible animals dart away, flicking your feet as they pass or stirring up little clouds of mud. The flickers are shrimps, more or less the colour of the sandy mud itself. When alarmed, they dart backwards like lobsters do, or wriggle down into the mud with only feelers and eyes exposed. The smaller ones are the males and only the largest are females carrying their broods of developing youngsters under their tails, like

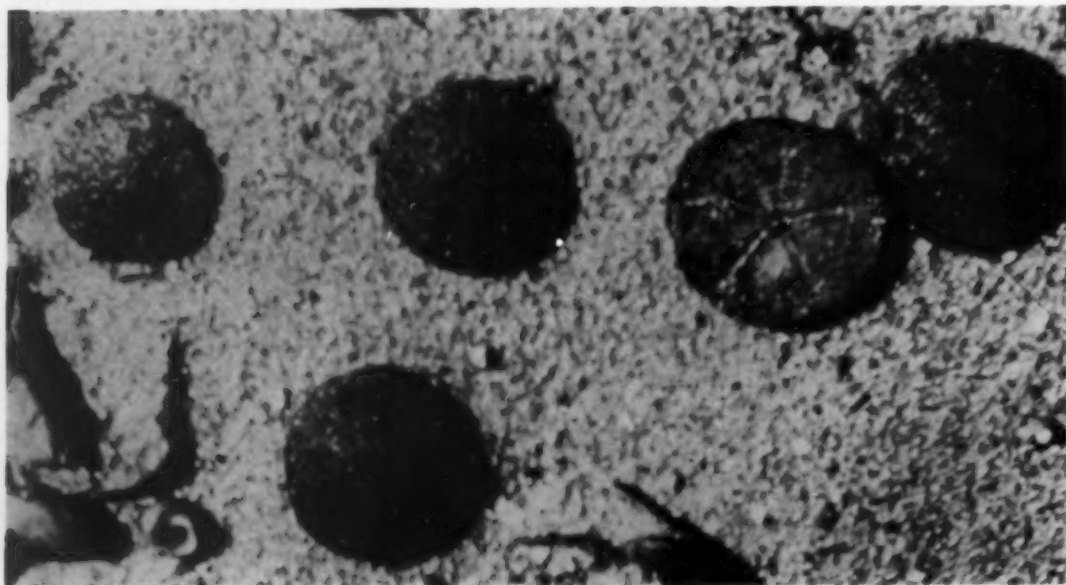
Winkles clustered on a vertical rock face. They are molluscan vegetarians.





Shrimps are almost invisible as they dart about the cove.

Sand dollars, on the sand. One is upside down, showing the mouth in the centre and radiating grooves.



masses of berries. The situation is a curious one, for there are not really two sexes like our own and most other animals; what happens is that every young shrimp grows up first to become an active male, and then as it continues to grow it ceases to be a male and becomes a female, as though you first grew up to be the father of one family and then later found yourself to be the mother of a lot of babies of your own!

Not only shrimps dart away, for these sheltered shallows are nurseries for young flounders. You don't see one at all until it moves, and then, when a flounder settles on the bottom again, it is lost from sight, not because it becomes covered by mud or sand but because its colour so perfectly matches the background. This is not a matter of chance, for given a little time it can change its colour to match its surroundings. That is, the colour of its topside, for the underneath is light coloured and a dead give-away if the fish should turn wrong side up. Like other flat-fish, flounders start life swimming in the upper waters with right and left sides the same, but when about a half inch long they sink to the bottom and lie on one side. And in readiness for this one-sided existence, the eye which would have found itself gazing blankly at the bottom shifts across the bridge of the nose to join the eye on the other side of the face, so that both

eyes look upward from the same side.

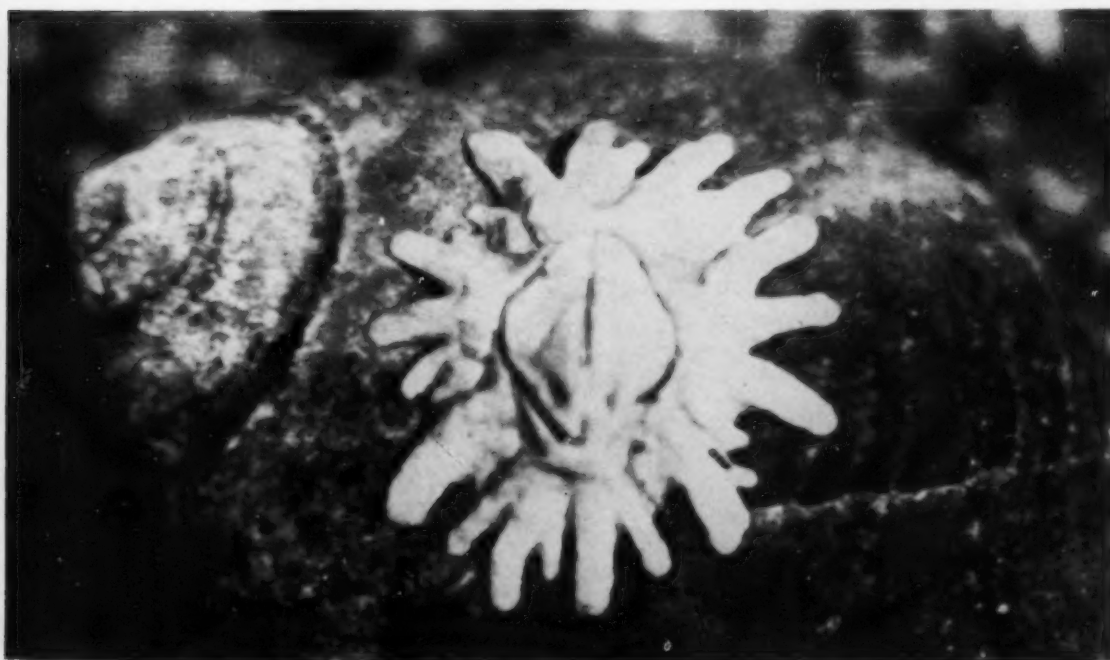
These are the more active animals, but others are there too, in particular the sand dollars and clams. Sand dollars as a rule are obvious, for they are dark purplish-brown disks two to three inches in diameter and unless they have scattered sand over their upper surface, which they often do, they are easily seen through several feet of water. At very low tides you can wade out and pick them up, though dead cases are frequently found along the beach itself. In spite of appearances the dollars are really related to starfishes and if you pick one up and look at it closely you can see five grooves radiating from the mouth on the flatter underneath side, recalling the five arms of the starfish. The whole surface of the dollar is covered by thousands of tiny movable spines which enable this amazing animal to move about at its own slow speed. When it dies the spines fall off and the shell beneath bleaches to a white smooth disk. Generally speaking sand dollars are left to their own devices, for only a few other animals, chiefly certain kinds of fish, are able to break up and swallow such indigestible rock-like beings.

Clams of course you rarely see unless you dig for them, except as empty shells cast up

by the tide, for they burrow deep in the muddy sand. When you walk along the water's edge at low tide every clam within a few yards shoots deeper into its burrow and water squirts a foot or two into the air above. When the tide is in the animal stretches its long siphon up to the surface of the sand and draws in a current of water and feeds on any minute organisms the water may contain. These are filtered out. The two shells of the clam not only give it protection but make a room within which the mollusc can carry on its water-filtration system. If you are lucky you can dig up enough of them when the tide is out to have a clam-bake, that is, if you like clams well enough to eat them!

Farther out towards the mouth of the cove the shore gets steeper and weed covered rocks cascade from the green barrier of trees down to low water. These make a hunting ground of a very different kind, for the seaweeds hang like heavy curtains and give shelter, protection and dampness to sea creatures left behind when the tide goes out. Pull aside the curtains of seawrack and you find them. More winkles are there, in fact two or three other kinds which have specialized in living between the levels of high and low tide, including a small beautiful

A young barnacle growing on the shell of a winkle.





Head of the cove, showing rocks, mussel beds and wharf pilings covered with mussels.

yellow form which feeds on the weed itself. Small starfish also browse on the rocks beneath the weed, remaining under cover because hungry sea-gulls are forever on the look out for a careless starfish or crab.

Right at the mouth of the cove the rocks are without shelter from the surf and currents and few weeds can find a footing. This means of course that some kinds of animals are also without sufficient shelter, but others profit by exposure and take full advantage of the abundant space. Barnacles and mussels make the most of it, with limpets making a poor third. And where these go the dogwhelks follow, for the same reason that a cat chases a mouse. Barnacles and mussels feed upon whatever they can filter out of the water, the dogwhelks feed on the barnacles and mussels. These three animals occur together on wave beaten rocks all around the world, the mussels in particular flourishing where the surf beats the hardest, barnacles preferring rock surfaces that get

a little less than the full force of the waves. And along the rocky shore where the water swirls as the tide ebbs and flows, carpets of blue mussels and white barnacles cut the feet and tear the clothes of any human explorer who is in a hurry.

The mussels are bivalve molluscs like the clam and feed by drawing water over their gills continuously while the tide is over them, screening out all the minute organisms for food. You would think a mussel was so firmly fastened to a rock that it couldn't possibly move. Yet it can and by somewhat the same means as a mountain climber's. In place of a rope it anchors itself to the rock by a number of tough thin greenish-gold threads. When it becomes necessary to shift its position, it sends out new threads and breaks some of the old and gradually pulls itself along without ever actually letting go.

Barnacles, too, feed on the microscopic life in the water and also screen the water, but they do it in their own peculiar way.

For barnacles are not molluscs, in spite of their shelly appearance, but belong with crabs, shrimps and beach hoppers. They are crustaceans and are descended from animals that used to swim about freely in the sea; even now their young move around. But as adults, small or large, these rock barnacles are permanently cemented to the rock surface, and the living animal spends its life firmly fixed by its back, feet upward, surrounded by a limy castle closed on top by a pair of hinged hatch covers. When under water, the hatches open periodically and every few seconds a ghost-like structure protrudes and vigorously fans through the water like a clutching hand. Actually the hand is the six pairs of crustacean legs, and the situation is as fantastic as if a bird lay fastened by its back to its nest and beat insects into its mouth with its wings.

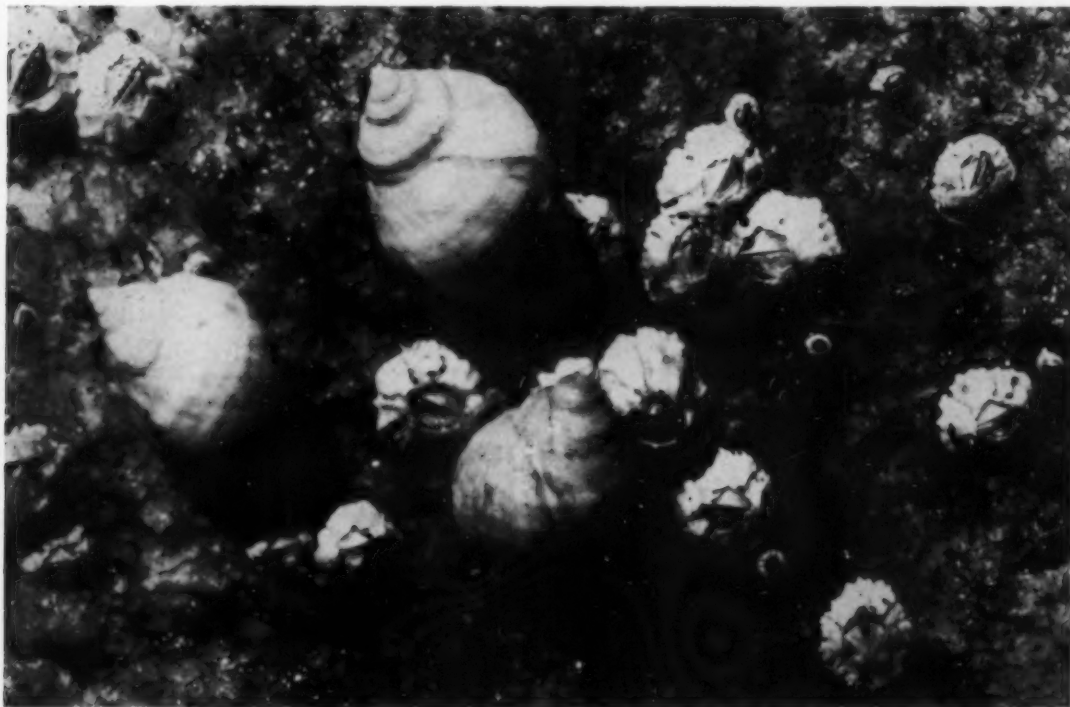
The whelks look much like winkles, but they are carnivorous, not vegetarian, and they spend their time opening mussels and barnacles for the meat inside. You can tell pretty well what they have been feeding on,

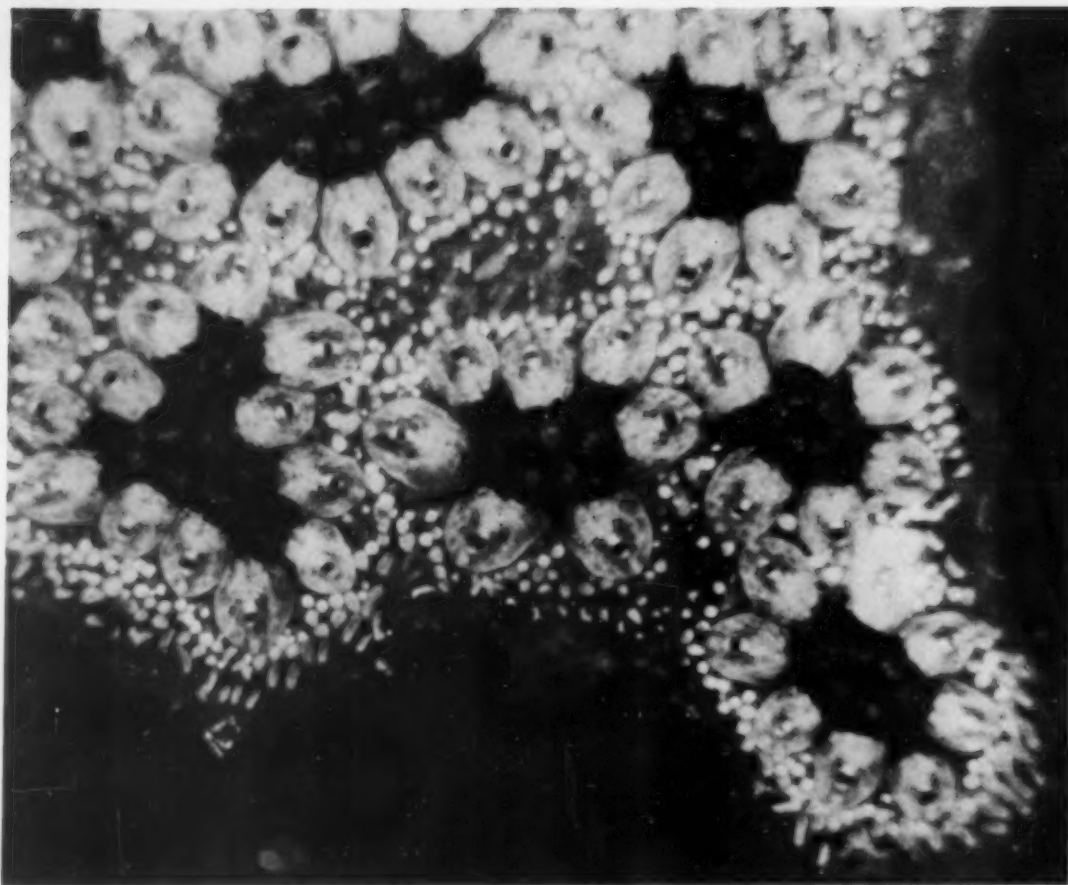
for white dogwhelks have been living on the white barnacles, dark whelks on the blue mussels, and black and white banded whelks have been changing from one diet to another and back.

The most fascinating part of the cove however is not the headwater shallows nor the rocks themselves, but the tidal pools among the rocks, especially those that are the farthest down the shore. These we find give us the closest approach we can make to seeing what actually goes on below the tide, and the deeper pools partly shaded from the sun by overhanging rocks have the most in them. One of ours is a beauty, but it is only when you pull aside the heavy brown kelp growing up from the bottom that you can see the rich variety of colourful animal life. Much of this life looks more plant-like than the plants themselves.

Yellow and blue-green sponge lines the greater part of the rocky wall of the pool everywhere a few inches below the surface and the kelp itself seems to rise out of the spongy masses, though the anchoring pro-

Dogwhelks, which look much like winkles but are carnivorous, feeding on rock barnacles.





Part of a sheet of golden star tunicate growing on a blade of kelp (magnified 10 times).

cesses of the kelp actually go right through to the rock. But where the shade is greatest the sponge gives way to sheets of blue-white translucent tunicates, colonies of small animals as immobile as the sponges but like them drawing their sustenance from gentle currents of water of their own making. Only unlike sponges, which are the lowliest members of the animal kingdom large enough to be readily seen, the tunicates produce young which show unmistakable similarities to the kingdom of backboneed animals to which we obviously ourselves belong.

Another tunicate forms sheets attached to the broad blades of the kelp itself, the golden star tunicate, like star-spangled carpets of green or purple with each point of a star in reality being the mouth of what may one day be recognized as our own most distant relative.

Two other plant-like animals live among the sponge and tunicate undergrowth, which

add lustre to the picture as a whole. Feathery or flower-like hydroids add softness and grace, giving almost a lacy effect, while orange-red soft corals are set here and there like jewels in a many coloured mantle. Both of these belong with the same group of animals as the jellyfish and sea anemone, and anemones in fact may be found in the pool, though they like better the underside of overhanging ledges where the water rarely leaves them.

Wherever they are found, sea anemones are fascinating and beautiful animals, that is, as long as they are under water. When out of water they close up into an unattractive blob of squashiness, and if by chance they get left high and dry in the sun, nothing remains in an hour or two but a slimy leathery scum. Yet in their right place they expand like the flowers they are named after, with a crown of many delicate tentacles supported by a long smooth column. Some have

LIFE IN A SALT-WATER COVE

peach-coloured columns and white tentacles, others have marbled white and chocolate columns with yellow tentacles, and others a dull olive brown all over. But for all their beauty they are death traps to any small crab, fish, or worm that may stumble into the tentacles, for these anemones are all flesh

Left:—Orange-coloured soft coral hanging from the under-surface of a ledge.

Lower left:—Moon jellies, most common jellyfish, pulsating through the water.

Below:—Starfish travelling through crevice with open anemones on the rocks.





A sea anemone contracted, surrounded by a ring of small reproductive fragments.

eaters. In spite of this, however, they can reproduce vegetatively as well as by the usual animal method with eggs and sperm. For at times they not only split lengthwise,

giving rise to two separate individuals, but contract and split off from the base a ring of small pieces each of which grows up into a new individual, just like plant cuttings.

The reddish-brown rock crab lives among pools and crevices at the lowest level of the tide.



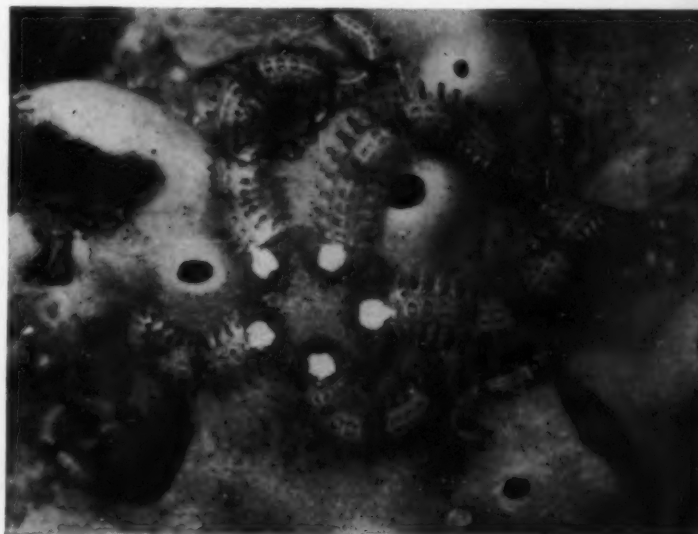
Not all the animals in the pools masquerade as plants, though some move slowly and others quickly. Crabs of course move too quickly and even when they don't pinch, crabs scuttling over your naked feet give you a most uncomfortable feeling and it is best to wear some kind of foot covering. The green crab is the commonest shore crab, both in the pools and under weed and rocks, but the reddish-brown rock crab lives among the pools and crevices at the lowest level of the tide. This last is the one generally used for crab meat along our rocky coast, though farther south the sharp-clawed blue crab takes its place.

If you are lucky you find sea slugs in the pools, an unfortunate name, for while they are shell-less snails like the land slugs, they have none of the repulsive appearance and are among the most beautiful animals in the sea. They come in all colours, and in all sizes up to several inches long, in purple, golden brown, orange, white with red tips, and most of them with graceful branches of living tissue growing from their backs. Even though their colours are vivid and their shapes fantastic, perhaps their most peculiar quality is their taste in food, for these molluscs, almost alone among the animals of the sea, feed upon the sponges, tunicates and hydroids of the rocky shores, and it may be that their colours are derived from the colourful and unappetising food.

Other crawlers are present in the pools, and in greater numbers below the lowest level of the tide—starfish, brittle stars, sea urchins and sea cucumbers, all related to the sand dollars of the head of the cove, the sea urchins more closely than the rest. Both kinds of stars are flesh eaters, hunters if you like, the sea cucumber is a vegetarian, and the urchins are ready to eat most things. The starfish are the easiest to find, something the gulls have also discovered. Herring gulls scavenging the shore for their dinner more often than not find a starfish, less often a green shore crab, apparently to their great satisfaction judging from the clamour that arises, though either one must be a most uncomfortable morsel to swallow. As often

as not however a captured crab drops, leaving the gull with but one of its legs, while part of a starfish torn in two may well live to be caught another day. Both animals can do easily what we cannot but would perhaps like to be able to do, they can grow anew any part which has been lost or destroyed. The crab grows a new leg, a miniature one at first to be sure, but each time the crab casts its shell, the new leg grows much larger until at last you would never know it had ever lost one. The starfish can do even better, and any one arm of a starfish can grow the other four if necessary, and tearing up a starfish is rather like breaking the broom of the Sorcerer's apprentice, it is likely to result in more starfish rather than less. And most starfish you find are busy growing a new arm. While gulls and some fish do their best to eat them, the starfish themselves are pretty busy enveloping and opening mussels and even crabs for the succulent meat within the shells.

Brittle stars also hunt their food and in the pool you find them clustered around the hold-fasts of the kelp, trying to get hold of worms and other retiring creatures that live in the cracks. While if you watch closely enough you may see them crawling over the sponges, probing with serpentine arms into the sponge cavities to capture the smaller creatures hiding within. And as the name suggests, they are brittle and break easily, and as readily grow new ends to their arms.



A brittle star hunting on a sponge. The dark holes are openings into the sponge, where small animals may be hiding.

Sea urchins at first sight hardly look like either animals or plants, but if you pick up one of these spiny balls you see a lot of local activity as the long spines point this way and that. They prefer the deeper parts of the pool where it is coolest, and an essential part of their diet is the calcareous seaweed fringing the pool, for their own limy shell needs continual maintenance.

Sea urchins and kelp in a rock pool.



A salt-water cove is not merely the rocks and flats between the tides, it includes above all the mass of water between the shores. And much of the life within the cove floats or swims freely in the water with no more than a casual interest in the seafloor. The basis for all the life is the same as for all the life of the sea and consists of microscopic single-celled plants, principally the diatoms. Upon these feed small crustaceans and the very young of many kinds of sea animals, and on these the larger animals feed in turn.

In springtime, the water teems with many kinds of small jellyfish, some small in kind and others merely young, and as the season advances two of them at least grow to a fairly large size. One of these is probably the commonest jellyfish in the world, the moon jelly, and is one of the few that can be handled without stinging your hands. It is a bluish transparent pulsating saucer, with four short thick tentacles and four horse-shoe shaped white masses, the reproductive glands. These jellies capture and digest the smaller organisms in the water, but the brown jellyfish that usually accompanies them and which has long streamers of thick and thin tentacles feeds on the moon jellies as much as anything else. Beware of these if you see them while you are bathing, for their stinging cells can penetrate your skin with no trouble at all. While if you are of those people who swim with your mouth open, sucking seawater in and out, don't be surprised if you suddenly find round blobs of transparent jelly in your mouth. The

Comb-jellies (sea-gooseberries) gliding through the water by means of rows of beating hairs.



chances are that they are not true jellyfish at all but comb-jellies or sea-gooseberries, which glide through the water like zeppelins by means of rows of minute beating hairs and not by rhythmical contractions of a ring muscle like the jellyfish.

All of these forms are little more than seawater itself, even the most substantial consisting of more than ninety-five per cent water. But other swimmers in the cove have more substance and less water, and they need a great deal more food to maintain themselves. At times the cove is full of herring, hundreds of thousands of them, and fishermen who may otherwise spend their time hauling lobster traps among the rocks get busy closing in parts of the cove with

long seine nets in the hope of a rich haul. Sometimes they get a big haul but of the wrong kind, for what seems like a school of fish in the dark may turn out to be squid, not backboneed animals at all but relatives of the lowly whelks and clams. These creatures are as fast as any fish, though they swim not like the fish, by sculling with the tail, but backwards by jet-propulsion, like backward-flying arrows, with colours flashing from one hue to another. They may be chasing the herring themselves or they may in their turn have a seal or a porpoise in their wake, for such is the life of the cove, an almost endless chain of living creatures, from the invisible microscopic millions all the way to the warm-blooded sea-mammals.



A squid, which swims backwards by a system of jet-propulsion.



May



cented snow is on the breeze;
attared flakes are falling;
from their chancels in the trees
thrush and lark are calling.
Beauty's golden goblet fills,
then spills wildly over.
May comes in through daffodils
and tiptoes out on clover.

April is a timid lass;
May's a month of daring:
tulips flaming in the grass
have a royal bearing.
Never was a cloth unrolled
with a color bolder
than the dandelion's gold
on a meadow's shoulder.

Sandals cool and green has May,
cape and cap of emine;
and each apple-blossom spray
is a fragrant sermon.
Beauty now has full command:
come ye heavy-laden;
burst the casks of Samarkand,
spread the rugs of Ader.

Far from where the tulip bleeds
(beauty's wasteful spender)
stands the iris in the reeds,
purple, proud and slender.
There's a flash of pride red
flaming in the cherry,
while in branches overhead
sings the gold canary.

May's the first note in a song
to the year's new wonder;
May's a juvenalian throng
leaping up from under.
May leads all the hosts of earth
back to wood and garden.
May's a door to summer's mirth,
May is winter's pardon.

Wilson MacDonald



Like dignified, stalwart sentinels, long-stemmed Dutch tulips stand guard before Canada's National War Memorial in Ottawa, mindful that the Canadian Capital was host to Juliana, Queen of the Netherlands, while her country was in enemy hands.

Some Spring Flowers

Photographs (except last) by Malak

The parks and driveways of the Capital are planted each year with thousands of Dutch tulip and daffodil bulbs, some of which are a gift to Canada from the Netherlands. The cover picture shows a bed of tulips and ferns by the Rideau Canal.

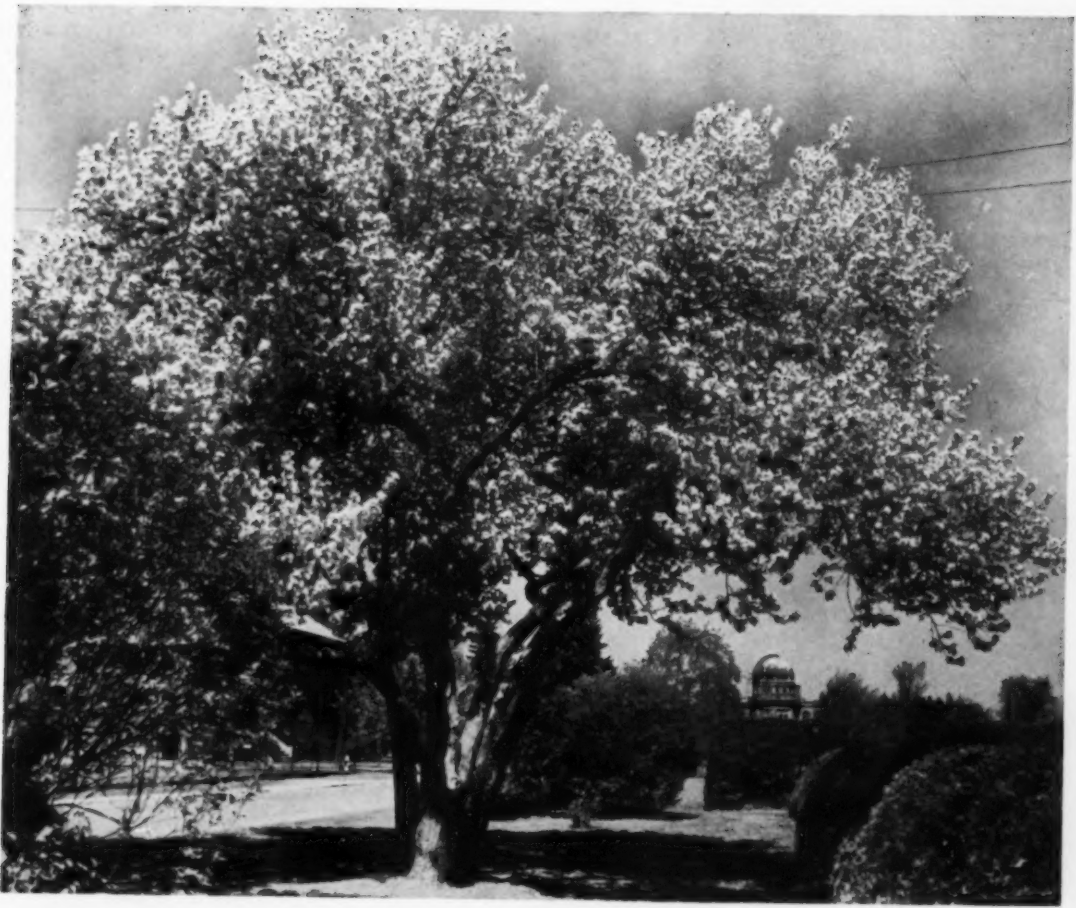
First urban flowers to herald the spring are the colourful crocuses. More than 25,000 are massed in gorgeous array on the lawns round the National War Memorial and these bloom earlier than others because the ground in which they grow is warmed by pipes carrying steam heat to government buildings.

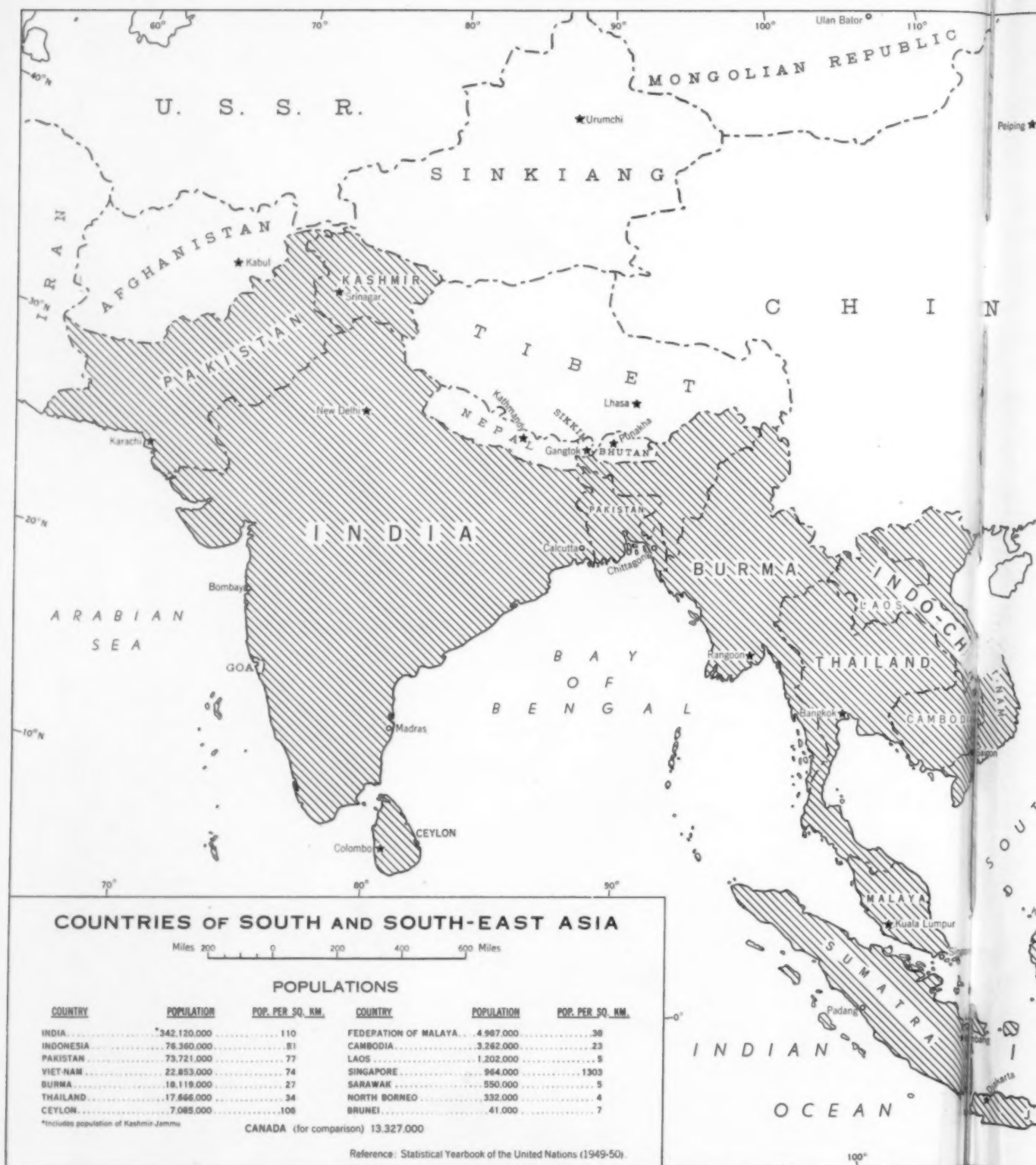




Glowing daffodils crowd The Rockeries, another of the Capital's beauty spots, owned by the Federal District Commission. This land, of an area comparable to several city blocks, was the gift of Mr. H. S. Southam, and was first planted with some 20,000 bulbs in 1947.

Opposite (above) the blossoms of an aged apple tree at the Central Experimental Farm form a delicate frame for the dome of the Dominion Observatory, and (below) naturalized daffodils enhance the silvan charm of Beacon Hill Park in Victoria, British Columbia.





Maps and photographs by courtesy of the Foreign Trade Service, Department of Trade and Commerce.

The Colombo Plan

by NIK CAVELL

IT IS A REWARDING, but also a humbling experience, to reflect upon what we of the Western World owe to Asia.

Since the year 5000 B.C., many great civilizations have arisen there, each making some contribution to that accumulated knowledge which we have embodied in our Western civilization and culture.

The fact that European nations tended towards maritime expansions and adventures, whilst Asian peoples, generally speaking, stayed within their own land mass, led inevitably to Western domination of much of Asia, and this in turn halted the development and merging of its various cultures.

This Western domination of the East could not but embroil Asia, both economically and politically, in the struggles of the Western nations for supreme power over each other, with the result that World Wars I and II devastated the Asian continent, created numerous political vacua, not yet filled, and not unnaturally gave rise to a great resurgence of nationalisms and a grim determination to find a way back to the greatness and solace of indigenous cultures. Thus today the world is confronted by Asia in turmoil; its economy, for years unequal to the needs of its rising population, is now hopelessly inadequate; its people are confused; many of its leaders frustrated; new political expedients are being inaugurated side by side with civil wars, all leading inevitably to famine and hardships for people who have known all too much of both and who, for the most part, have never known the simple satisfaction of sufficient daily food.

Over this Asia at the cross-roads, and inevitably impinging on every phase of its development, there now hangs like a cloud the most bitter and determined struggle for





The busy Keamari docks at Karachi Pakistan

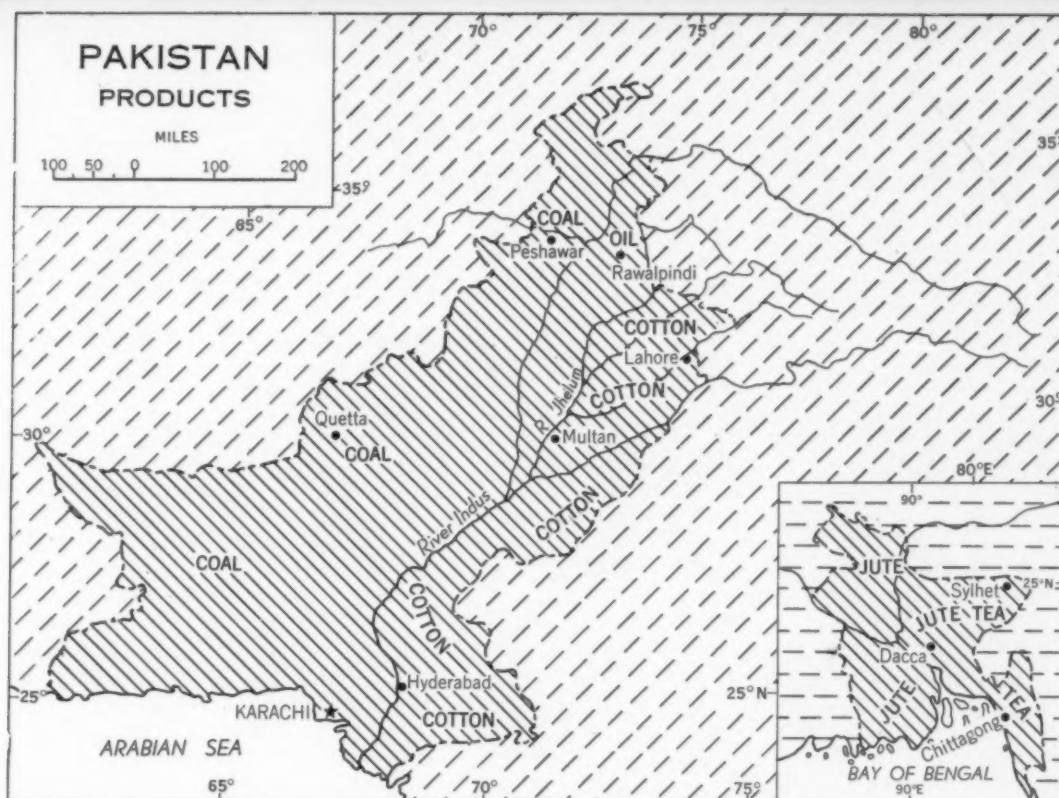
power of all time, the struggle between totalitarianism and human freedom—the world-wide struggle for the minds and personalities of men.

When we consider that over half the population of the world lives in Asia, it becomes obvious that if Asia is at the cross-roads—as she undoubtedly is—so are we, and we cannot but be profoundly disturbed by the fact that the 500,000,000 people of China have been drawn into the orbit of totalitarian power and thus cut off from contact with us and our free world. It is difficult yet to see how we of the West could have prevented that catastrophe. It is not difficult, however, to see how the vast Chinese population and its strength and virtues have been quickly bent to the uses of totalitarian force in Korea and elsewhere, and it requires very little imagination to predict the disastrous consequences to the cause of human freedom throughout the world if more Asian nations should decide, or be persuaded, to follow China behind the

Iron Curtain, and thus add to totalitarian force the potential strength of vast areas of scarce raw materials and millions of labourers.

The thought uppermost in the minds of many of the Western leaders who control our future destiny is how best to aid those Asian countries still free and therefore still within the orbit of our friendship. Unfortunately, the past here comes to meet us and we find many Asians who are suspicious and fear that once more they will fall under Western domination. We should be very careful to make sure that nothing we do lends support to these fears.

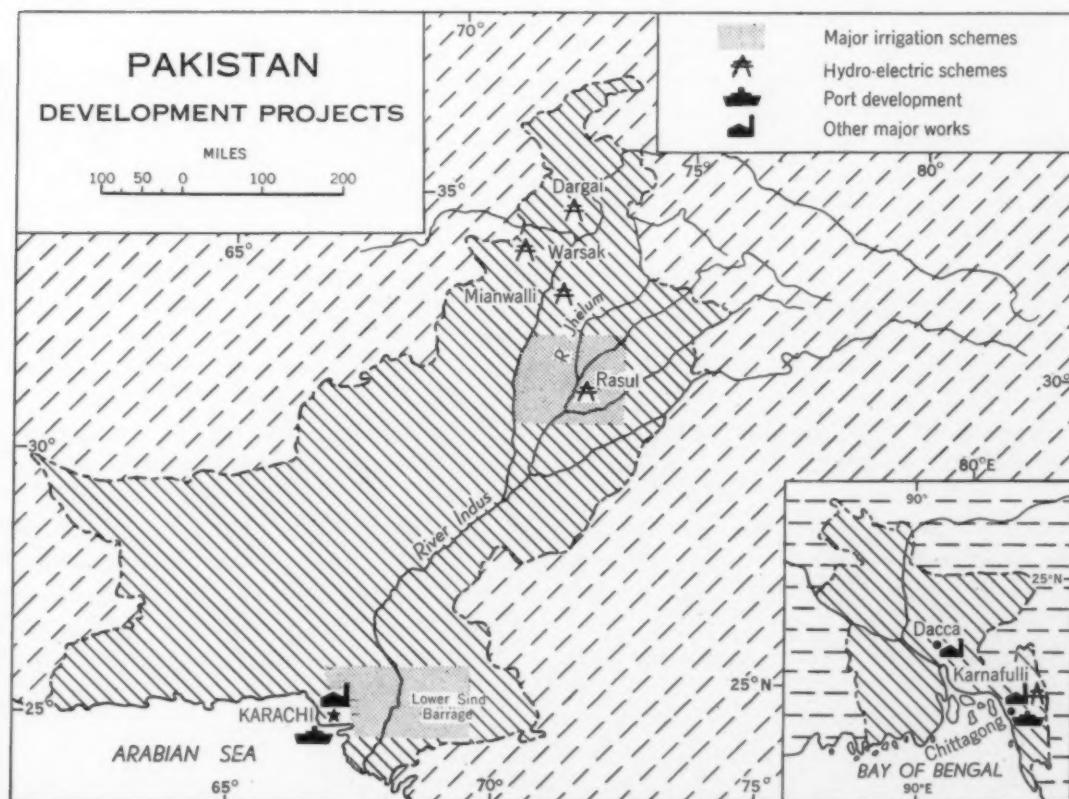
The terrible poverty and consequent misery to be found in Asia appall us. If we add to the physical and mental consequences of hunger, the political advantages which unscrupulous parties can exploit, it becomes obvious that unless we act, and act quickly, we shall run the risk of losing by default the battle for freedom which we and these millions of Asians should now be

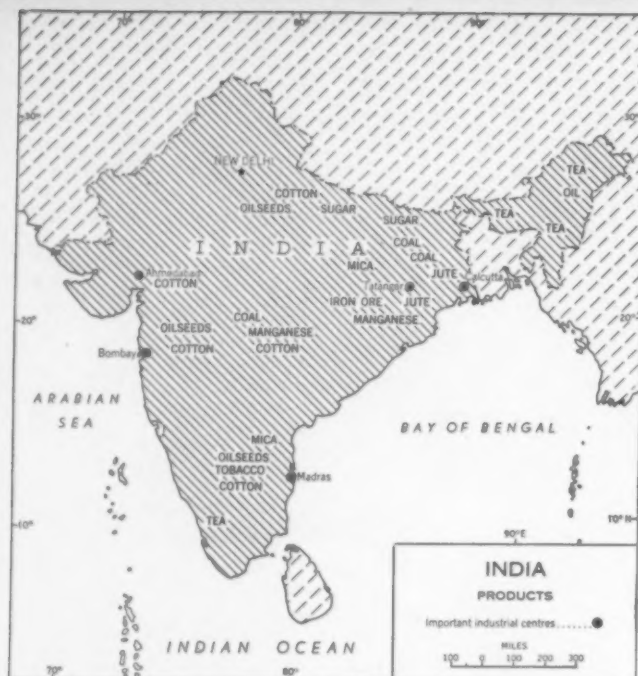


waging with the utmost vigour. Seeing, however, that they are now either autonomous nations or in process of becoming so, and that owing to recent history they are somewhat suspicious of us, how can we best approach them? I think we can find a

guide in the Marshall Plan, the magnanimous gesture on the part of the United States which did so much to rock the forces of totalitarianism in Europe.

That plan gave hope to the people of Europe when they had no hope, and al-





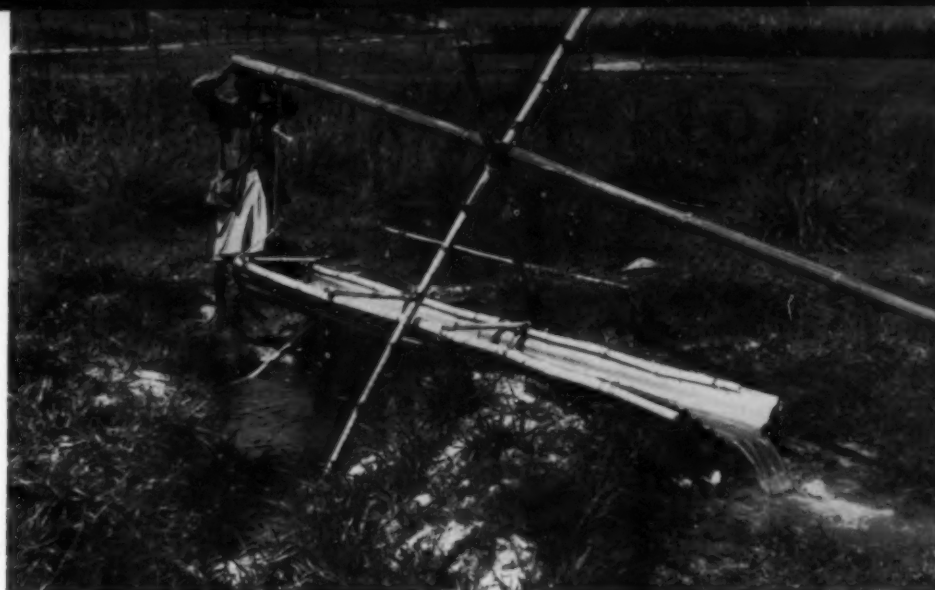
though it cost our great neighbour to the south about twelve billion dollars, it is doubtful if she will ever spend money to greater advantage; not only the people of Europe, but the cause of human freedom, both owe her a great debt of gratitude. Not the least of the wisdom of the Marshall Plan for European recovery was its approach to the problem. It was not a plan devised in America and forced on Europe, but a joint working out of solutions, country by country, by Marshall Plan teams of E.C.A. experts. It was a plan based on full co-operation with the various European nations in the rehabilitation of their war devastated countries. With a view to making themselves quickly self-supporting, they also put up some of the capital required. It is natural that such a plan would pass through trying vicissitudes, that along the way mistakes would be made and criticisms arise, and all these things happened, but if we look at Europe today, the overall success of the plan is obvious; industries are again producing; the standards of living are rising; the people are slowly regaining at least a little of the happiness and security they knew before World War II brought their cities and homes down about their ears and plunged them into despair.

Here then is a pattern for helping Asia,

but the problem there is much more difficult and many times more complicated. Europe was a well-established industrial society before war destroyed it; it had the trained personnel; it had the technical knowledge and needed only the replacement of what had been destroyed and a reasonable measure of political and economic stability to enable it to go ahead once more. In Asia none of these things exist on anything like a large enough scale. The Asian economy is still over 80 per cent agricultural at an extremely inefficient level, with consequent low crop yields and extreme poverty amongst the cultivators. It needs almost complete rehabilitation: more modern tools; fertilizers; better seeds; and above all, better fed workers, so that they can fight back the ubiquitous tropical weed and the ever encroaching jungle, and have strength to handle the better plough and simple machinery that could take some of the labour from their toiling bodies.

Better methods of agriculture and bigger crops lead at once to the necessity for better transport facilities; famine in the past in Asia has often been as much due to lack of transport as to crop failure, and I have seen people starving because food could not be moved to them from only 500 miles away! This in turn leads to a need for marketing

*Watering the fields by
primitive method in
East Pakistan.*



*Farming in the tradi-
tional way in East
Bengal.*

*A modern 16-horse-
power tractor in opera-
tion in India.*





Construction of a spillway dam in Ceylon, part of an agricultural scheme to provide irrigation for 100,000 acres now jungle and 30,000 acres already cultivated.

centres; for better distribution; for the establishment of simple power units for milling grains and for power machines for village industries, and so on to power for farms and for rural industrial development to provide farmers with markets for their surpluses and the population as a whole

with those simple necessities now so woefully lacking.

To all this must be added as a prime necessity the provision of basic health services, so that the ravages of tropical diseases can be brought under control. Educational advancement is equally necessary.

Fortunately, the governments of many Asian countries, and particularly those of India, Pakistan and Ceylon, have devoted much time and work to these urgent problems. Plans have been evolved, planning commissions set up, and much preliminary work has been done.

The Colombo Plan is a British Commonwealth contribution to the solution of the problems of South-East Asia, an area which embraces many countries and some 570,000,000 people—over a quarter of the population of the world. It is so named because it came into being at a meeting of all the Commonwealth foreign ministers at Colombo, Ceylon, in January 1950. Their terms of reference were to review the inter-



national situation, including its world-wide economic aspects. It was a conference unique in many ways: for the first time all Commonwealth foreign ministers were meeting in Asia; it was the first occasion upon which the new Asian Dominions, India, Pakistan and Ceylon, were taken into the inner councils of Commonwealth co-operation as such and there afforded an opportunity of expressing their views and putting forward their own suggestions for the raising of the deplorably low standards of living of their people.

This conference of foreign ministers decided to set up a consultative committee to co-ordinate the plan. The members of the committee were drawn from seven countries: the United Kingdom, Australia, New Zealand, India, Pakistan, Ceylon and Canada. The committee was charged with the task of reviewing the economic problems of South-East Asia and preparing recommendations for solving them. It is thus organized on the same co-operative lines as was the Marshall Plan in Europe.

The first meeting of this Consultative Committee took place in Sydney, Australia, in May 1950; the next in London in September 1950. It then met in Colombo in February last year and it will meet again in



South-East Asia this spring, probably in Pakistan.

The countries of Asia with which the Colombo Plan is mainly concerned at present are: India, Pakistan, Ceylon, the Federation

At top:—Plant testing at an agricultural station in Malaya. The need for experts of all kinds is one of the main concerns of the Colombo plan.

Donald M. Haywood, on elephant (left), first Canadian technician to serve in South-East Asia under the Colombo Plan. He has been appointed Fisheries Consultant to the Ceylon Government.





New equipment for the oilfields of Borneo being loaded on to a landing craft at Labuan. The ports and harbours of North Borneo are to be developed under the plan.

of Malaya, Singapore and British Borneo, but at the meeting of the Consultative Committee, held in May 1950, it was decided to invite other countries in the area to join the plan and the governments of Cambodia, Laos, Vietnam, Thailand, Burma and Indonesia have attended meetings and been invited to participate and to prepare development programs along the lines of those prepared by the Asian Commonwealth governments.

The plan covers a period of six years and requires for its full implementation capital amounting to about five billion dollars. Our Commonwealth partners in South-East Asia hope by various means to raise two billions of this sum. Three billions will have to come from outside sources such as the World Bank, the United States Point-Four Program, the United Nations, and from Colombo Plan contributions. It is hoped that such stability can be brought about in the area that private local capital will be encouraged to play its full part in the plan and that the

ordinary channels of international banking, finance and industry can eventually re-enter this territory with confidence.

Financial contributions to the Colombo Plan, apart from capital to be raised by the Asian countries, are as follows: Great Britain has agreed to allow India, Pakistan and Ceylon to continue to draw down their sterling balances gradually during the six years of the plan. This might amount to the equivalent of \$900 million.

Australia over the six-year period has promised the equivalent of \$75 million, \$21 million of which she will contribute this year. New Zealand will give the equivalent of \$9 million for a period of three years at the rate of \$3 million per year. Canada is contributing \$25 million during the fiscal year ending in March 1952.

The Colombo Plan breaks down into two parts, capital co-operation, as above, and co-operation in the training of technical personnel, so vitally necessary to make the capital plan successful. To administer both

sections so far as Canada is concerned, the Canadian government set up in September 1951 a new division in the Department of Trade and Commerce called the "International Economic and Technical Co-operation Division", with the writer in charge as Administrator.

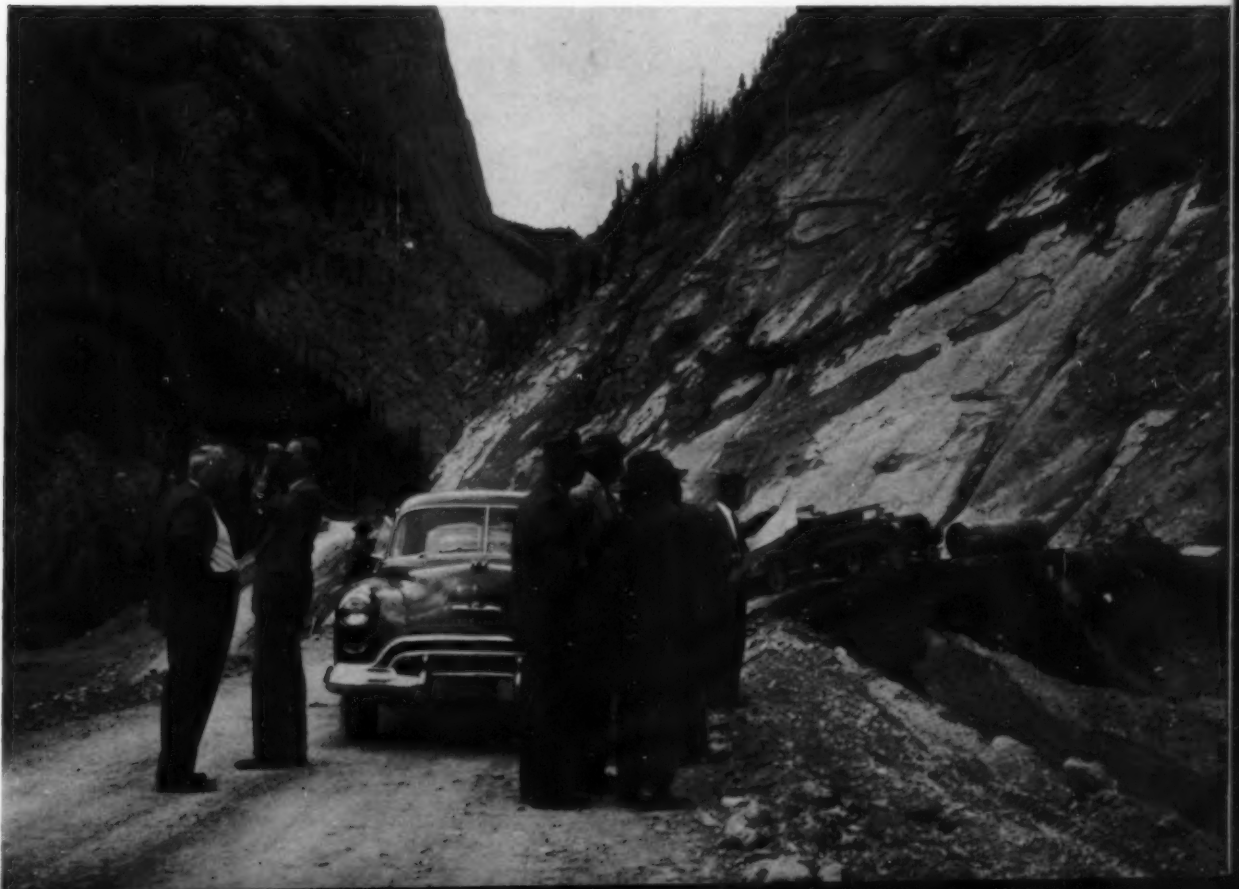
To finance the technical training project, the Government of Canada provided four hundred thousand dollars for the Colombo Plan for the 1951-2 fiscal year, and contributed eight hundred and fifty thousand dollars to the United Nations Technical Assistance Program for a period of eighteen months, in all one and a quarter million dollars. The new division administers the training of personnel in Canada and the finding of Canadian experts for service abroad.

The training of technicians from Asia is vital. It is difficult in a highly developed industrial society such as ours to realize how different is the situation in Asia. Practically all our young people grow up with a complete

familiarity with complicated machinery of all kinds. The first thing our babies fall over when learning to walk may be mother's vacuum cleaner, and our young boys are at home with electrical apparatus of all kinds—radios, automobile engines, etc. Boys in Asia, for the most part, know little or nothing about these things. It is useless for the countries of South-East Asia to attempt to adopt a more highly industrialized way of life until they have the technicians and experts indispensable to such a program.

This fiscal year we shall have had in Canada about one hundred trainees from South-East Asia and, under the United Nations' scheme, from both Asia and Europe. Many of them have been graduate students who came for more experience and the opportunity to study our approach to industrial efficiency. Some have entered our universities; some have gone into training with hydro-electric commissions in Ontario, Quebec and British Columbia. Some have studied forestry and its allied industry, pulp

Members of Highways and Bridge Erection Mission, from India and Pakistan, discuss tunnelling operations at the site of Spray Lakes power development, Alberta, with officials of the Alberta government.





Specialists who came to Canada under provisions of the Colombo Plan at the International Summer Seminar held at St. Alexander's College near Ottawa in 1951. Back row, l. to r.: Ata Mohamad, Inspector of Schools in the Province of Baluchistan, Pakistan; Atlas Khan, Mechanical Cultivation Officer, Baluchistan; Abdur Rehman Samalani, Inspector of Co-operative Societies, Baluchistan; Abdul Ghafoor Butt, Deputy Divisional Inspector of Schools, Rawalpindi, Pakistan; Hon. Robert Winters, Minister of Resources and Development, Ottawa; Yusuf Ali Zia, Executive Engineer, Malakand Hydro-Electric Scheme, Northwest Frontier Province, Pakistan, who was also a member of the Hydro-Electric Mission visiting Canada; M. Abdul Aziz, Works Manager, Northwestern Railway Carriage and Wagon Workshops, Moghalpura, Lahore, Pakistan; M. Hasan Wasty, Traffic Officer, Northwestern Railway, Lahore. Front row, l. to r.: Professor L. E. M. Lynch, University of Toronto, Director of the Seminar; D. M. Fernando, plant pathologist, Agalawatte, Ceylon; T. J. Brook, Director, Technical Assistance Service, Department of Trade and Commerce, Ottawa.

and paper manufacture. Others have undertaken intensive courses in all phases of railway administration with both the Canadian Pacific and Canadian National systems. The long distances in Canada covered by our railways create problems very similar to those with which these students have to deal in their own countries.

In the agricultural field, the ever-present prospect of famine in South-East Asia naturally creates interest in Canadian agricultural methods. Many of the students who have studied here have been deeply interested in grain production methods, storage methods, and mechanization. Soil chemistry, conservation, and irrigation are all vital problems in South-East Asia, and in our agricultural colleges and experimental farms these specialists and students have found much to interest and even excite them.

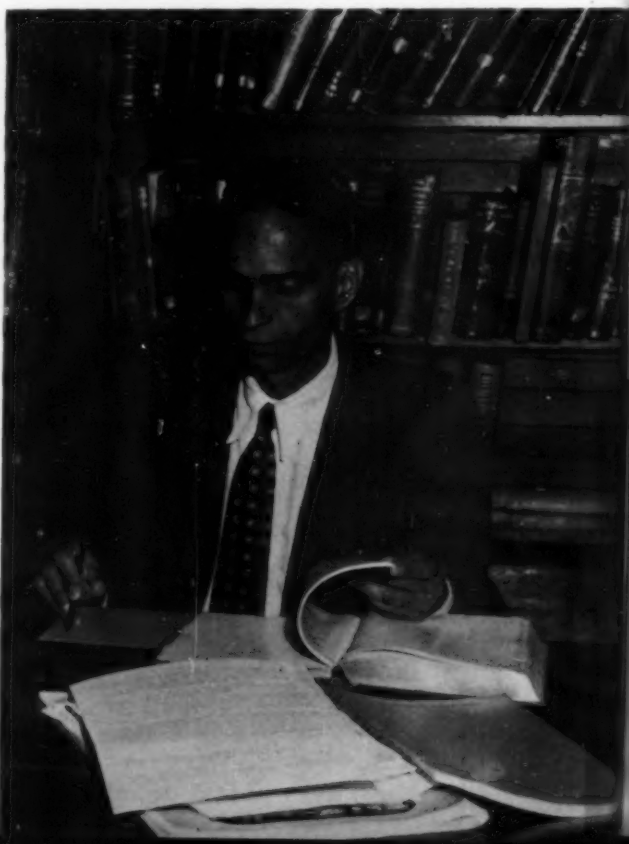
One mission crossed Canada from coast to coast seeing how we construct our roads, how we build bridges of various types for various purposes, how we control traffic in our big cities and so on.

Canada is one of the most highly developed countries in the world in the use it makes of electric power and another mission, which came here to study hydro-electric development, was particularly interested in the way in which we have carried electric power into rural areas to assist the farmer and his

family. This mission saw the Shipshaw, the Niagara Falls, and other power developments.

In addition to the students who came here for training, Canada has sent some twenty-six experts abroad in the last few years under arrangements made by the United Nations and its specialized agencies. They have been specialists in a wide variety of skills and scholarship, they are Canadian ambassadors of goodwill, and the knowledge and experience they bring back leavens

Mr. Ata Mohamad, Inspector of Schools in Baluchistan, studying educational methods in Ottawa under provisions of a fellowship provided by the Canadian government.



The first consignment of wheat, provided by Canada under the Colombo Plan, being loaded in Vancouver in January 1952 for shipment to India.

the whole lump of Canadian knowledge of foreign peoples and their many problems. Under Colombo Plan auspices a fisheries and a refrigeration expert were sent to Ceylon last year.

It is not always easy to arrange courses for students and technical missions visiting this country. Canadians are busy people and it takes time and a very special effort to provide these visitors with the facilities they want. But by doing so, we shall be making a real contribution to the stability of South-East Asia, we shall be helping to alleviate some of the most distressing and shocking poverty to be found anywhere in the world, we shall be strengthening the Commonwealth and the United Nations, and participating in a great humanitarian effort.

On the capital assistance side of the Colombo Plan, in spite of shortage of basic materials, progress has been made in giving practical effect to the Canadian promise of assistance in the 1951-52 fiscal year amounting to twenty-five million dollars. It is being provided in industrial, agricultural and other equipment made in Canada and purchased through the usual channels of Canadian government purchasing. Canadian capital assistance in this period has been confined to India and Pakistan—roughly fifteen million dollars to the former and ten to the latter Commonwealth partner.

The first purchase has been wheat for India to the value of ten million dollars, a considerable quantity of which will already have been shipped. Actually, Colombo Plan capital assistance was not intended to supply food grains, but there is a famine in India and it is useless to provide a people with equipment with which to raise their standard of living if, before it can be made effective, large numbers of them have died of hunger; and so Canada is sending the wheat, but to maintain the first objectives of the plan the Indian government has agreed to set up counterpart funds. That is, it will set up in India a rupee account to the Canadian dollar value of the wheat,

Mr. G. S. Willson of Aeromagnetic Surveys Limited in Toronto explains to Colombo Plan delegates the way in which air photography is used to position a magnetic profile.



and these rupees will be used at some future date for work that must be done in India such as earthworks for an irrigation scheme, a hydro-electric power plant, buildings for agricultural colleges and so on.

From a humanitarian point of view alone the necessity for aid to our South-East Asian partners in the Commonwealth should warrant little or no argument; but even from purely selfish motives of an exporting nation such as Canada is and must remain, it is but bread cast upon the waters, to come back to us some day not only in trade but let us hope in the knowledge that through this difficult period of world history Canadians acted as far-sighted and mature people and tried at least to make a real contribution to the future of our Asian partners and thus to the future peace of the world.





Mrs. Anna Holtheuser is seen in the single booth she and her husband rented at the 1950 trade fair. The resulting business was good enough to justify opening a store in Toronto to sell their Netherlands brass ware and other novelty goods direct to the customer.

The Canadian International Trade Fair

A New Merchandising Technique for Canada

by GLEN BANNERMAN

CANADA WON a first in 1948 when the Canadian Government launched the Canadian International Trade Fair. For the first time on the North American continent, this old-world technique was tried out in three of the exhibition buildings at Exhibition Park, Toronto. Four annual fairs have now been held with the Fifth Canadian International Trade Fair to be held from June 2 to June 13, 1952. Each year the fair has been sufficiently successful to warrant its being continued by the government for another year.

While new to North America, international trade fairs are as old as the history in the Bible; the earliest is recorded in the 27th Chapter of the Book of Ezekiel, Verse 12. While it was not called an international trade fair, it was held in the city of Tyre, in Phoenicia, in the year 574 B.C., and seven of the then known countries participated. It did not exhibit all the products of modern invention, but the basic items were there—wearing apparel, jewellery, food, beverages and household furnishings, to mention only a few.

It is a long road in history from Tyre in Phoenicia in the year 574 B.C. to Toronto, in Canada, in the year 1948, but the fundamentals of an international trade fair are the same. It provides a merchandising technique where buyers and sellers, along with their products, come together to place orders and exchange business knowledge in a short period of time.

It may well be asked at this point, wherein does an international trade fair differ from the exhibitions, the provincial fairs and state fairs with which people on the North American continent are familiar? The answer is simple and direct: in the international trade fair, public attendance is secondary. It is the

men who roam the world looking for new products, the great buying organizations which purchase in wholesale quantities, the purchasing agents for large manufacturing corporations and the retail store merchants looking for goods to meet the needs of their customers who are paramount in the eyes and thoughts of all who exhibit their wares at the trade fair. Business is done in hundreds, thousands, and tens of thousands of dollars. New contacts are made, new sources of supply are discovered and new connections made that result in continuing business long after the two weeks of each fair are ended. The international trade fair is essentially a business fair, without midways, ferris wheels or peanuts. It is the market place of products from some or all the countries of the world on a wholesale basis.

A great many international trade fairs have come and gone since 574 B.C., but today there are at least twenty top ranking trade fairs in Europe, to say nothing of those in the Middle and Far East: many of these fairs in Europe have been in continuous operation, except for war, for a period of from thirty-five to fifty years. It is against this background that the Canadian International Trade Fair came to life.

What sparked the idea of an international trade fair in Canada? It is an interesting story. In the spring of 1946, many items of production were in very short supply, buyers were coming to Canada from the four corners of the earth to see if it were possible to secure the products so greatly needed. Canadian manufacturers and producers were quickly changing from products for war to products for peace. They were working day and night to produce all kinds of goods for the Allies and were being paid out of Canadian funds



The all-aluminum registration centre at the Canadian International Trade Fair. Royal Canadian Mounted Police and Commissionaires are responsible for security.

allocated by the Government of Canada to the Allies in the form of loans or gifts.

Looking back, the all-out production in 1946, at first glance, seemed to make consideration of an international trade fair a very unrealistic procedure. The Canadian Government, however, was conscious of three vital factors influencing the future. One, the war had paralysed the old machinery of international exchange—the lifeblood of international trading. Two, loans and gifts to Allies would eventually be used up in paying Canadian manufacturers for the goods they were producing to meet the peace-time requirements of the Allies, and three, eventually production would catch up with effective demand and many products would be in good supply. What then?

It appeared that for some time to come a large proportion of Canadian manufactures would be consumed domestically, provided Canadian products could be sold abroad in sufficient volume to maintain the postwar

standard of incomes. In prewar days, about twenty per cent of Canada's exports were manufactured products, sold mostly to the United Kingdom and Europe. Even in 1946 there was some evidence that, because of the breaking down of international exchange, these traditional markets would have to forego any volume of Canadian manufactured products for the more essential primary materials. This involved the necessity of finding new markets for that portion of Canadian manufactures not consumed domestically, if plants and labour were to be fully employed.

In 1946, many prospective buyers were coming to Canada, for example, from the Latin American countries, looking for manufactured articles—both capital equipment and consumer products. Many of these visitors expressed the wish that it might be possible to see in one place a grouping of Canadian manufactured products.

At the same time, the other side of this

THE CANADIAN INTERNATIONAL TRADE FAIR

picture was especially important. Approximately eighty per cent of Canada's exports were in raw or semi-finished products from the fields, the mines, the forests, and the waters. From these fundamentals came the essential materials so needed by the United Kingdom, Western Europe and many other countries. Unless ways could be found to enable these countries to buy in volume at least the essential materials, and pay for them in dollars, Canada's postwar standard of living would be lowered, with serious results to the domestic sales of the output of the greatly increased manufacturing facilities.

It was obvious to anyone who studied the situation that Canada must sell her products overseas for dollars in order to balance her accounts with the United States in acceptable currency. It was equally clear that practically all countries, other than the United States, were short of dollars and that, as soon as Canada's loans and credits were used up, purchases of Canadian products by

overseas countries would be drastically restricted unless a way could be found to enable them to earn dollars.

Many steps were taken to prevent a reduction in the world-wide sale of Canadian products. The one step which led to the study of the trade fair technique was the effort to have the United Kingdom and Western Europe sell as many of their products to Canada as possible, so that these countries would have dollars with which to purchase Canadian commodities.

Some of the products available from the United Kingdom and Europe were not manufactured in Canada. Other items, while manufactured in Canada, were not produced in sufficient quantity to meet the country's requirements. Some items were, of course, competitive.

It was easily recognized that one way in which overseas countries might sell their products to Canada was to show them to Canadian merchants and potential Canadian buyers. This idea, combined with the value



of assembling the products of Canadian manufacturers in one place, where buyers from Latin America and many other countries could easily view them, suggested consideration of the international trade fair idea.

For many years, the European countries had used the international trade fair technique to promote both buying and selling at home and abroad. This technique had never been used on the North American continent but it appeared to the Government of Canada as a worthwhile experiment to assist in overcoming the trade difficulties with which Canada might soon be faced, and perhaps help to promote the two-way trade policy so essential to Canada's interests in the absence of the prewar international exchange machinery.

During the summer of 1946, discussions were held with Canadian manufacturers, exporters and importers. The majority of these Canadian businessmen thought well of the plan, provided the fair was launched at a later date when products would be in greater supply. Studies of the supply situation were made and it appeared that, early in 1948,

there would be sufficient commodities in good supply to warrant the launching of the fair. Studies were also made of the rate at which amounts granted by Canada to the Allies were being used up. The results indicated that most of the grants and loans would be used up before the end of 1948.

In August 1946 the Government of Canada authorized the establishment of a Canadian International Trade Fair in 1948 and, through the Department of Trade and Commerce, charged the Canadian Government Exhibition Commission with the responsibility of planning, organizing and operating the fair.

A first consideration was the selection of a place suitable for holding the fair. Montreal and Toronto were both considered. Montreal did not have suitable buildings, whereas Toronto had more than enough buildings in Exhibition Park for the venture. Toronto was therefore chosen as the site of the first Canadian International Trade Fair.

The first step was the establishment of an administration staff. This was followed by the appointment of an advisory committee

Composite exhibit of the Canadian Primary Textile Association at the fair covered the entire range of Canadian textile production.





An American business man examines French textiles at the 1949 Canadian trade fair.

and sub-committees on publicity and advertising, transportation and customs, and entertainment co-ordination. All of these committees, composed of Canadian businessmen nominated by national business associations and government representatives, guide and advise the Trade Fair Administration on operating policies.

In October of 1946 the Director of the Canadian Government Exhibition Commission, who is also Director of the Canadian International Trade Fair, was asked for an estimate of the number of exhibitors who would participate in the first fair in 1948. Based on the known experience of the first British Industries Fair held in 1915 and the first Royal Netherlands International Industry Fair, an estimate of 300 Canadian and 350 exhibitors from other countries was given. Promotion material was sent out early in 1947 to Canadian manufacturers and, through Canadian Trade Commissioners, to other countries. The resulting contracts for space were truly amazing. A total of 831 Canadian manufacturers and 624 manufacturers from other countries booked space. As a result of this unexpected interest, a project which started out with an estimated 165,000 square feet of space in the

Coliseum at Exhibition Park, Toronto, ended up by using not only the Coliseum but also the Electrical Building and the Automotive Building, with a total of 341,071 square feet of overall space.

The reception centre, the International Club and the dining rooms were designed and prefabricated by the Canadian Government Exhibition Commission, in Ottawa. The booths for exhibitors were designed in Ottawa and fabricated in the buildings in Toronto.

When His Excellency the Viscount Alexander of Tunis, then Governor-General of Canada, officially declared the Canadian International Trade Fair open on May 29, 1948, a new experiment in merchandising was launched. Would it work? Businessmen from Canada and from twenty-six other nations spent their money to find out. Of 27,981 registered buyers who came to see what was being offered, 24,840 were Canadians; 1,087 came from the United States and 2,054 came from 64 other countries. On the three days the fair was open to the public, 65,126 visitors were admitted.

Before assessing the success of this first venture, it is worth while to present as background the conditions under which it was



Part of the machinery, plant equipment, construction, and building equipment section of the trade fair, which featured displays by British firms. The Canadian International Trade Fair provides for manufacturers of this type of equipment the one and only horizontal trade show where they can display and operate their products.

THE CANADIAN INTERNATIONAL TRADE FAIR

held. Between 1946 and the opening of the trade fair in May 1948 most of the trading countries of the world had felt compelled to enact stringent import and currency controls to protect their scarce United States dollars. Canada's traditional markets for manufactured products were severely restricted. Even Canada's supply of United States dollars was being depleted so rapidly that on November 7, 1947, import controls had to be imposed. All of these moves by the various countries were beginning to have the effect of restricting the opportunities of all-out international trade. In spite of these conditions, a large amount of business was transacted. No one knows in dollars how much this was. It was officially decided that any sales made or orders taken by exhibitors were their own business. It is known from information volunteered that some Canadian exhibitors

found new markets for their products, that exhibitors from the United Kingdom sold products to businessmen from Argentina, that buying missions from India purchased capital equipment from Canada, and that new agencies were established in Canada by overseas exhibitors.

A number of exhibitors were disappointed by the results. Some of these were Canadians who did not understand the character of an international trade fair and who perhaps should not have exhibited. Others from overseas did not understand the difference between the Canadian market and their old-world markets. It is interesting at this point to note that 75 per cent of the personnel accompanying the overseas exhibits were visiting Canada for the first time. In addition to these problems, mistakes were made by the administration and weaknesses in the

An elaborate model of the Port of Bristol in England proved to be a constant attraction at the 1950 fair and resulted in a considerable number of enquiries by import and export firms.





Silver and leather goods, including snakeskin belts, ties, and shoes, from Thailand attracted favourable attention at the 1948 and 1949 fairs. Sarat Tantrakun of Bangkok, now studying in the United States, shows a cobra tie.

organization were apparent to those responsible for operating the fair.

The real criterion of the first fair's success is measured by the fact that, when the government announced the continuation of the fair in 1949, fifty per cent of the exhibitors who participated in the second fair were repeaters from the 1948 fair.

By May 30, 1949, when the second fair was opened, the full effects of import and currency restrictions were being felt. As a result, only 1,034 exhibitors participated, booking 123,228 square feet of exhibit space; representing 30 countries in addition to Canada. Registered business visitors totalled 27,082. Of these, 25,570 were Canadians and the balance were from 56 countries. Public attendance for the three public days was 79,024.

There are two items of special interest in the 1949 fair. One, exhibitors who had participated in 1948 reported better business in 1949, and two, Canadian exhibitors reported a very considerable amount of domestic business.

With the experience of the 1948 fair to guide them, members of the administration staff were able to improve greatly the actual operation of the fair.

Plans for continuing the fair in 1950 were approved by the government early in 1949 and the campaign for exhibitors was under way before the conclusion of the 1949 fair. As the campaign developed, it became apparent that, while manufacturers and producers outside of Canada were steadily increasing their participation, Canadian participation was falling off.

United Kingdom exhibitors moved into first place and occupied almost 50 per cent more space than Canadian firms. Part of the United Kingdom increase was due to large participation by the British machine tool manufacturers who succeeded in making a very strong impact on the Canadian market.

Again, as in 1949, manufacturers from 30 countries in addition to Canada participated. The number of exhibitors was 2,277, oc-



Combined exhibits prove an economical way of showing complementary products. Here Colombian coffee and a new coffee-roasting machine are demonstrated.

THE CANADIAN INTERNATIONAL TRADE FAIR

cupying a total of 159,429 square feet of exhibit space.

Registered business visitors totalled 35,364. Of this number, 33,760 were from Canada and the balance from 56 other countries. It was quite noticeable at the 1951 fair that, due to increasing scarcity of dollars and restrictions on travel from overseas countries, the number of business visitors from these areas decreased. Public attendance on the three public days totalled 44,525.

Business results of the 1950 fair, as reported to the press and the administration, showed an increase over the 1949 fair. In May 1951 the British machine tool manufacturers reported that, while their business in Canada between June 1949 and June 1950 had reached the million-dollar mark, as a result of their exhibit in 1950 this business had been increased to five million dollars by May 1951.

Prior to the opening of the 1950 fair, the Canadian Government announced that the Canadian International Trade Fair would be continued in 1951. The dates of the 1951 fair were set for May 28th to June 8th, and hopes were high for a considerable increase in the number of exhibitors and business visitors participating. The outbreak of the Korean War on June 24, 1950, restricted these hopes. Czechoslovakia had been represented in all three previous fairs with approximately 12,000 square feet of space. This country dropped out in 1951. Manufacturers from China were no longer represented, but for the first time 54 manufacturers from Japan participated. The Netherlands increased their participation from six manufacturers in 1950 to seventy in 1951.

When the 1951 fair opened, manufacturers and producers from Canada and twenty-seven other countries occupied 145,360 square feet of space. The United Kingdom led with 65,640 square feet and Canada followed with 41,680 square feet. This was the smallest area occupied by Canadian manufacturers and producers at any of the four fairs.

Business visitor registration at the 1951 fair totalled 35,246. Of this number, 33,666

were from Canada and the balance from 52 other countries. Public attendance on the three public days totalled 38,952.

A number of Canadian exhibitors reported a considerable increase in domestic business and some improvement in export business. Japanese manufacturers reported orders totalling six hundred thousand dollars. Other overseas exhibitors reported satisfactory results.

The 1952 Canadian International Trade Fair

Prior to the 1951 fair, the Canadian Government seriously considered whether or not the Canadian International Trade Fair should be continued. In fact, due to the Korean War, increased defence production, and the decline in participation by Canadian manufacturers and producers, it seemed desirable to discontinue this experiment in trade promotion. The views of the government were made known to Canadian business organizations. Letters and telegrams were sent by Canadian business associations to the Right Honourable C. D. Howe, Minister of



The influx of Europeans to North America since the war has increased the demand for European products, even making it a worth-while business to bring foreign canned fish to the fair.

Trade and Commerce, asking that the trade fair be continued.

In the light of these representations the importance and position of the fair was reviewed by the government. On the last day of the 1951 fair, the government announced that the Canadian International Trade Fair would be continued in 1952 with the proviso that, unless there was increased participation by Canadian manufacturers, the fair might not be continued beyond 1952.

Shortly after the conclusion of the 1951 trade fair, the dates for the 1952 fair were set for June 2 to June 13. At the time of writing, the 1952 bookings of space by Canadian manufacturers and producers have almost doubled those of 1951. While the United Kingdom's space will be less than in 1951, Belgium, France and Italy already show increases over last year. Denmark and Finland are exhibiting for the first time. There is every reason to expect that the total space occupied in 1952 will exceed that for every year except 1948.

It is interesting to note that from 1948 to date, although the international situation for trading has been most difficult, there have never been less than twenty-five countries represented by their manufacturers at each of the Canadian International Trade Fairs. There have always been buyers from

at least fifty countries. Under these circumstances and given the right climate for international trading, the Canadian International Trade Fair should continue to develop. It now ranks with the finest of the international trade fairs in Europe.

What has been the overall result of the four fairs held to date? No one is able to tell in dollars and cents. It is known, however, that 37 of the United Kingdom exhibitors participating in one or more fairs have established branch plants in Canada. Careful estimates prepared by civic bodies in Toronto indicate that over two million dollars are spent in Toronto each year by exhibitors, business visitors and the Trade Fair Administration. Furthermore, at a time when certain types of trade are most difficult throughout the world, the promotion of the Canadian International Trade Fair by trade officials abroad has kept the name and importance of Canada as a trading nation to the forefront in many countries which are potential buyers of Canadian products as soon as international exchange conditions make such a development possible.

On the theory that good trade relations promote understanding and peace, the Canadian International Trade Fair has already made an important contribution to this end.

Unusual furniture and ornaments invariably attract North American buyers. This exhibit is by an Italian manufacturer from Milan whose three years at the fair have been most successful.



Crystal, glassware, ceramics and assorted German bric-a-brac found ready acceptance at the trade fair and drew numerous enquiries from purchasing agents from large and small stores alike.



Regarded throughout the world as an important merchandizing event, the fair draws important government figures such as the late Liaquat Ali Khan, seen here watching the Begum sign the official registry book.

Sales are not made over the counter but on the three days the fair is open to the public large numbers come to see the varied merchandise. Producers are interested in public reaction to new products and manufacturers of machinery feel that the interest of people who may work the machines is valuable.



EDITOR'S NOTE-BOOK

N. J. Berrill, British born and educated, has since 1946 been Strathcona Professor of Zoology at McGill University. Dr. Berrill has written many articles on marine life for North American publications. He was recently elected a Fellow of the Royal Society, Britain's oldest scientific group. — Wilson MacDonald's place in Canadian poetry has been established for many years, his first published poem appearing in 1899. Mr. MacDonald has also written plays and a musical comedy. His poem "May" in this issue is reproduced in Mr. MacDonald's own script. — R. G. Nik Cavell was appointed Administrator of the International Economic and Technical Co-operation Division on its establishment by the Department of Trade and Commerce last year. This division supervises all Canadian commitments under the Colombo Plan. Mr. Cavell has a wide knowl-

edge of Asian affairs gained in twenty years' experience in the East, in government service and in private business. — Glen Bannerman is Director of the Exhibition Commission, which has charge of government sponsored exhibitions, such as the International Trade Fair at Toronto, and of Canadian government exhibits shown in other countries.

* * *

AMONGST THE NEW BOOKS

Curious Creatures

by Erna Pinner

(Clarke, Irwin, Toronto, \$2.75)

Another of the anthologies of animal lore which have apparently proved successful in recent years. This particular example is a curious creature in itself, being a potpourri of odds and ends of animal lore, discussing such topics as camouflage, the biggest animals in various classes, flying animals other than birds, and so on. The information is well presented and there are many facts included that will be new even to most naturalists, but

(Continued on page XI)



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